

**R. J. REYNOLDS TOBACCO COMPANY**  
**PROMOTION MEMO**

Date: 4/29/98  
To: Ron Zelesnick, Foodarama Supermarkets  
Sue DeBella, Village Supermarkets  
Guy Nolan, Shop Rite Supermarkets  
Guy Carruba, Glass Shop Rite  
Tony Ferrari, Inserra Shop Rite  
Bob Corley, Ronetco Shop Rite  
From: Nick Kuruc  
Subject: May-June Price Plus Program

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*Attached is a copy of a Price Plus Announcement that will be mailed to cigarette order clerks in all Shop Rite Stores the week of May 11. As you can see this promotion features \$2.50 off on all styles of WINSTON, DORAL and WORTH during the period May 24-June 20, plus a bonus program on WORTH through July 18.*

*Any assistance you can render relative to ensuring that stores place Price Plus tags and make and place signage would be greatly appreciated.*

*Thanks for your help!*

*Nick Kuruc*

WINSTON



DORAL

WORTH

May-June Price Plus Announcement

Winston	\$2.50 off per carton
Doral	\$2.50 off per carton
Worth	\$2.50 off per carton

May 24-June 20

- Bonus dates for WORTH...May 24-July 18
- Order extra product
- Have your store "sign maker" make signs to announce this great deal to your customers.

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